

Date: February 20, 1996

To: All Stores

From: J. Mahon, General Merchandise Department

RE: Special Prices --  
WINSTONS & VALUE SENSE -- Cartons & Singles

Program effective March 10, 1996 through May 18, 1996, all cartons will be reduced by \$2.00 ... all packs will be reduced by .20¢.

There will be no forced allocations -- watch your ordering!!

R. J. Reynolds Representatives will sign carton rack and merchandisers with one small sign.

WINSTONS & VALUE SENSE will be featured in the RJR Exclusive Express Checklane unit during this time period.

Store will be credited based on scan via accounting.

  
Jack Mahon

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